MOTOROLA

RoadMAP
Training Resource Catalog

Roadmap
TRAINING GUIDE

April 1998

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The Motorola RoadMAP Program

RoadMAP, Motorola's Marketing Assistance Program, is designed to provide carriers, dealers, and agents with a planning and training aid specifically devoted to cellular telephones and their related accessories. The RoadMAP program provides a comprehensive set of tools designed to help you understand Motorola products, increase sales, and, therefore increase profits.

With continuous technological changes taking place within the cellular industry, the successful salesperson will be the one who knows current products inside and out, features, functions, distinctions, product reliability and service. RoadMAP offers extensive training for cellular success, including instruction in cellular basics and cellular data transmission, along with sales training in recognizing customer needs, handling customer objections, and closing a sale.

Designed to be used with a sales team of one to one hundred, the RoadMAP program offers a multitude of training choices including; workbooks, videos, computer based training (CBT), CD-ROMs, overhead presentations and training kits for planning and giving a training session.

Each element of the RoadMAP Program is designed to fulfill specific training needs. The chart below can help guide you in determining which RoadMAP training elements would work best for you.

RoadMAP Guide	New hire and group training, self study, new product training
Video	New hire and group training, self study, in some instances point of purchase display or customer take home
Computer Based Training (CBT)	Self study, or with additional equipment group training
CD-ROM	Interactive self study
Overhead Presentation	New hire or group training, self study, new product training
Poster	Educational and promotional
Quiz	Questionaire used for certification
Train the Trainer Kits	New hire, group training and new product training

A Profitable Partnership

After many years of leadership in the cellular marketplace, excellent products have come to be expected from Motorola — and rightly so. With a company wide commitment to its strictest design and manufacturing standards, Motorola meets the highest consumer expectations with an uncompromising level of excellence. Focusing on establishing and maintaining profitable relationships with our customers is one more way in which we can help insure that quality.

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RoadMAP Training Center Kit

T-625RMP RoadMAP Cellular Basics Training Center Kit Every cellular sales location should have this basic training kit covering the fundamentals of cellular technology and terminology, cellular products and accessories. The *Cellular Basics Training Center Kit* comes complete with several RoadMAP training guides and a combination video. Also included are step-by-step selling techniques to help you succeed in the cellular industry. The kit can be customized to meet your specific needs by adding additional training elements found within this catalog. RoadMAP training materials can be conveniently stored in the RoadMAP storage box. Both T-625RMP and T-570RMP must be ordered together when ordering the RoadMAP Training Center Kit.
Cost: $5.80

Cellular Basics Provides an overview of how a cellular system works, examines the types of Motorola cellular telephones, and lists and defines their features. *Cellular Basics* reviews the technologies of the industry and answers the questions most frequently asked by new cellular users. Included is a glossary of frequently used terms, and an explanation of wireless phone features.

Accelerated Life Testing Explains the Motorola Total Customer Satisfaction objective and the accelerated life testing processes employed to meet that objective. Individual life tests are explained in detail.

Battery Basics This informative guide covers different battery types, battery care, battery operation, and battery talk times and standby times. Also included is information on portable, personal, and 3 watt phone chargers, internal charging systems, and cigarette lighter adapters. Readers are invited to test their knowledge with a short quiz.

Introduction to Cellular Data Explains and reviews the basics of cellular and cellular data transmission. Provides simple and in depth explanations to help you answer customer questions and meet their data transmission needs. Includes phone numbers for further technical assistance, answers to frequently asked customer questions, and a glossary of commonly used terms.

Wireless Sales Success Designed to increase a salesperson's knowledge of successful wireless sales techniques. Guide covers the 5 step sales process, provides key phrases to use during sales interaction, gives tips on how to improve profitability of each sales transaction, instructs how to sell value over price, and how to increase personal commissions. Written in an easy-to-follow format, this guide is the perfect tool to assist you in making your sales career even more successful and profitable.

Motorola Value-Added Support Cellular Information Center This three-hole drilled, single sheet, is an important addition to your selling material. This handy tool gives the 800 number of the Cellular Information Center and lists the information and services available.

RoadMAP Reach for Results An explanation of the RoadMAP Training Center, and how it can benefit your business.

RoadMAP Training Center Questionnaire and Certification After reviewing the RoadMAP training materials, you'll be ready to test what you know. You're then invited to send in the questionnaire for certification.

Combination Video

Cellular Basics/Cellular Sales Success/ALT
Total Running Time: 10:56
Audience: Carrier/Agent Salesperson

This training video is divided into three sections. The first section covers basic cellular principles. It explains how the Motorola product line evolved and describes the features and benefits of different product families. The second section concentrates on selling strategies and guides the salesperson on how to identify the correct cellular product for each customer. Lastly, the video provides information on Motorola quality and accelerated life testing.

T-570RMP Storage Box For convenient storage of RoadMAP training materials.

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Train the Trainer Kits

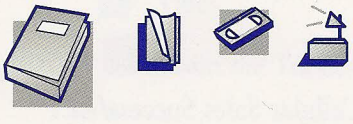
The *RoadMAP Train the Trainer Kits* are a comprehensive set of training materials designed to be used by a training seminar leader. The kits were developed to provide the resources needed to plan and deliver an effective and informative training session. Each kit covers a specific topic and includes an outline and the other RoadMAP training elements necessary for a successful presentation.

TK-897 Accelerated Life Testing Training Kit

Answers the question of "Why buy Motorola?" Kit covers the various Motorola quality processes and testing procedures employed to help insure a high quality standard within the industry. Includes a *Train the Trainer* outline, RoadMAP guide, MAC and PC overhead presentation and video.

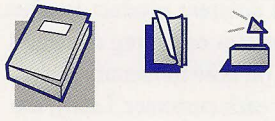
TK-899 Accessories Training Kit

Increase sales and profits by learning how to sell accessories at point of phone purchase and as an after the purchase sale. Kit includes a *Train the Trainer* outline, RoadMAP mini training guide, MAC and PC overhead presentation and video.



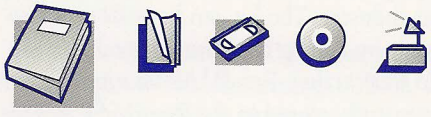
TK-896 Batteries Training Kit

Learn why appropriate battery selection and consistent battery care are critical for reliable operation. Training kit includes a *Train the Trainer* outline, RoadMAP guide, and MAC and PC overhead presentation.



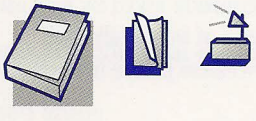
TK-898 Introduction to Cellular Data for N/AMPS Cellular Networks Training Kit

Increase your salespeople's knowledge and their comfort level of selling data capable devices. Kit includes a *Train the Trainer* outline, RoadMAP guide, MAC and PC overhead presentation, video and CD-ROM.



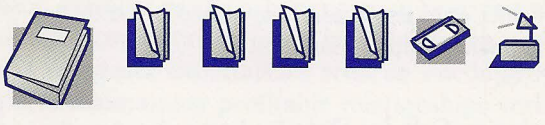
New Product Introduction Training Kit

Available for the following products: StarTAC, MicroTAC Elite™, MicroTAC Lite II™, MicroTAC Lite XL™, MicroTAC ™650™, Piper™, Personal Cellular Analog phones, and SC-725 and M75A / M70A digital phones. *Your order must specify a specific product training kit. Refer to order form to order specific cellular phone training kit.*



O-1169 (WL) Wireless Sales Success Training Kit
O-1170 (NWL) Wireless Sales Success Training Kit

This complete training package includes the *Train the Trainer Wireless Sales Success Outline, Wireless Sales Success RoadMAP Guide, Personal Cellular Phone Mini Guide, Wireless Sales Success Mini-Guide, Wireless Sales Success Video and Wireless Sales Success Overhead Presentation.*



GUIDE New hire and group training, self-study, new product training

VIDEO New hire and group training, self-study, in some instances point of purchase display or customer take home

COMPUTER BASED TRAINING (CBT) Self study, or with additional equipment group training

CD-ROM Interactive self-study

OVERHEAD PRESENTATION New hire or group training

Product Training

Personal Phones – Digital TDMA

T-831BRMP M70A and M75A Phones The M70A and M75A phones plus TDMA technology are covered in this RoadMAP guide. Advanced digital features are defined. TDMA technology is explained in terms easily understandable by the salesperson and the customer. Includes information on Motorola Original accessories and batteries. Battery talk times and standby times are listed. Included is a short quiz on selling.

T-842BRMP M75/Nokia® 2160 Exposé Comparison report on the Motorola M75 and the Nokia 2160 cellular phones. Report defines most likely users and their technology needs. The two phones are compared in a detailed chart of business and convenience features. Key Motorola advantages are detailed and highlighted.

T-843CRMP M70/Ericsson® DH 318 Exposé Comparison report on the Motorola M70 and the Ericsson DH 318 cellular phones. Report defines most likely users and their technology needs. The two phones are compared in a detailed chart of business and convenience features. Key Motorola advantages are detailed and highlighted.

T-835CBT M70/M75 Phones Interactive presentation of the M75 and M70 digital phones. Viewers are invited to explore both phones' many features including the "smart button" and the icon driven menu. Also included is a detailed comparison of the M75 and the M70.

TS-177MAC M70/M75 Phones
TS-258PC M70/M75 Phones Training program covers basic phone features along with a presentation of TDMA cellular enhancements. Included is a comparison chart of the M70 and M75, and graphics of the phones' physical features. Also discussed are Motorola Original batteries and accessories.

Personal Phones – Digital CDMA

T-937RMP MicroTAC™ SC-725 CDMA Telephone Well organized training guide begins with a quick introduction to the Motorola SC-725 digital phone and a full feature list. The guide then covers important selling points with tips on targeting customers. CDMA terminology is defined to aid the salesperson in selling digital technology. Additionally this comprehensive booklet explains all phone display symbols, all phone features and their operation, while highlighting Motorola SC-725 leadership features. An extensive multi-page feature demonstration is included. The training guide concludes with information on Motorola Original batteries and accessories, system ID programming and a short quiz.

T-939RMP Motorola SC-725 CDMA/Qualcomm® QCP-820 Exposé Comparison report on the Motorola SC-725 CDMA and the Qualcomm QCP-820 digital wireless phones. Report includes a likely buyer profile and an overview of their needs in a digital wireless phone. Also included is a comparison of leadership features and convenience features.

T-940RMP Motorola SC-725 CDMA/Nokia® 2180 Exposé Comparison report on the Motorola SC-725 CDMA and the Nokia 2180 digital wireless phones. Report includes a likely buyer profile and an overview of their needs in a digital wireless phone. Also included is a comparison of leadership features and convenience features.

TS-294MAC SC-725 CDMA Telephone
TS-295PC SC-725 CDMA Telephone Straightforward presentation explaining digital and CDMA technology, and the Motorola SC-725 telephone. This training program aids the salesperson in targeting their audience by highlighting the phone's various leadership features and the benefit to the consumer. Included in this comprehensive presentation is an in depth explanation of display icons, a feature demonstration, battery and accessory information and a glossary of terms.

Product Training

StarTAC™ Phones - Analog

T-844RMP StarTAC™ Phone (WL/NWL) Includes the StarTAC 6000, 6500, 8500 and 8600 phones. Basic phone features, leadership features and differentiating features between phones are covered in depth. Menu icons are explained. Battery and accessory data, a programming guide, plus a short quiz are included.

O-735 StarTAC™ Wearable Cellular Phone Video
Total Running Time: Intro 2:13 Getting Started:14:00
Audience: End User and Carrier/Agent Salesperson Cost:$2.90

This instructional video introduces the StarTAC cellular telephone and the latest category of "wearable" phones. It covers getting ready to use your phone, placing and receiving calls, selecting features, storing numbers, memory dialing, things you should know, optional features and Motorola Original™ Accessories.

O-776CBT StarTAC™ Phone With full animation and hands-on appeal, this computer based training program entertains while teaching the salesperson "basic stuff", "hot stuff', "smart stuff" and "cool stuff". Basic features through specific feature functions are covered with easy point and click operation. Cost:$2.90

TS-151MAC StarTAC™ Phone
TS-152PC StarTAC™ Phone Graphically appealing training program on Motorola's smallest and lightest cellular phone family including facts and selling tips. Colorful graphics present the phone's unique product features including two-battery operation and the "smart button". Several slides are devoted to a comparison of the StarTAC family product line features.

TS-155MAC StarTAC™ 6000 Phone
TS-156PC StarTAC ™6000 Phone Easy to follow program presents facts and selling tips. Highlights phone's "wearability" and covers exciting new features including two battery operation and the "smart button". Discusses the 3 watt vehicle system and presents unique StarTAC accessories.

TS-292MAC StarTAC™ 3000 Phone
TS-293PC StarTAC™ 3000 Phone Highlights the StarTAC 3000 telephone's physical features and package contents, along with a closer look at specific phone features. This presentation includes a guide on how to access features, and a quick reference chart on batteries.

Personal Phone Family-Analog

T-780DRMP Personal Cellular Phones (WL)

This complete training guide on personal cellular phones, first leads the reader through selling tips, and identifying the customer. It then gives a complete product/feature listing of phones within the Motorola personal phone family. Thirdly, it defines specific features, and explains how to operate the feature. Battery and charger information, plus an accessory matrix are included. A step-by-step activation and programming guide plus a short quiz round out this indispensible training tool. (Includes the MicroTAC Elite™, MicroTAC Lite II™, Profile 300™ and MicroTAC™ 650™ phones.)

T-856RMP (WL) Personal Cellular Phones Mini Guide
T-857RMP (NWL) Personal Cellular Phones Mini Guide

An indispensible sales tool on the personal phone family. Includes a large easy- to-use reference chart comparing distinguishing features, along with a comprehensive comparison chart on all personal phone features.

T-805RMP The Motorola Flip Phone™ Cellular Phone

Full-color poster measuring 18" x 12" on the Motorola Flip Phone™ Cellular Phone basic features and benefits.

T-785RMP Features that Fit You Full-color poster measuring 18" x 12" explaining benefits of standard and optional cellular phone features.

O-499 Getting Started: MicroTAC Elite™ Personal Cellular Telephone (WL/NWL)
Total Running Time: 15:00
Audience: End User and Carrier/Agent Salesperson
Cost $2.90

This instructional tool teaches basic operation of the MicroTAC Elite™ phone. It covers placing and receiving calls, dialing from memory, selecting features, things you should know, Performance Matched™ Accessories, and using the optional answering machine.

Personal Phone Family-Analog

O-740CBT Getting Started:

MicroTAC Elite™ Personal Cellular Telephone (WL/NWL) Point and click computer presentation of MicroTAC Elite™ cellular telephone. Colorful illustrations with animations guide viewer through leadership features, phone parts, basic operation, advanced features and accessories.

TS-139MAC MicroTAC Elite™ Phone
TS-140PC MicroTAC Elite™ Phone

A quick overview of the Motorola Elite™ phone the "lightweight heavyweight". Includes a timeline of the Motorola MicroTAC telephone evolution, and a chart of MicroTAC Elite phone leadership features. It also describes the user friendly icons and convenient battery and signal strength indicators. (Available for MAC and PC.)

TS-141MAC MicroTAC Lite II™/MicroTAC Lite XL™ Phones
TS-142PC MicroTAC Lite II™/MicroTAC Lite XL™ Phones

Easy-to-follow presentation on MicroTAC Lite II and MicroTAC Lite XL telephones. Includes basic features, additional features and enhanced features. This overhead presentation is bright and colorful and includes a comprehensive battery comparison chart and optional accessories. (Available for MAC and PC.)

TS-133MAC MicroTAC™ 650™ and Piper™ Phones
TS-134PC MicroTAC™ 650™ and Piper™ Phones

Easy-to-use presentation of the MicroTAC 650 and Piper phones. Provides an overview of basic features and enhanced features along with optional accessories. (Available for MAC and PC.)

TS-269MAC Profile 300™ Phone
TS-270PC Profile 300™ Phone

Provides training on the Profile 300 phone features and enhanced phone features including enhanced battery performance and optional accessories. (Available for MAC and PC.)

3 Watt Products

T-431RMP (WL) 3900 Mobile Cellular Telephone

Comprehensive training guide covers Motorola product quality and reliability, product features and operation. Includes a quick reference chart on basic feature operation and a programming guide.

T-437BRMP (WL) 2900 Mobile, Attaché and Carry Phone

Training guide provides information on Motorola product quality and reliability, includes a listing of 2900 series features, and provides key comparisons of distinctive features. A programming guide is included along with information on accessories.

T-405RMP Traveler Mobile and Traveler Soft-PAK Training Guide

Training program presents information on the Traveler telephone series key features and their operation, along with a programming guide and instructions for two system registration.

O-510 Getting Started: Mobile, Carry and Attache Telephones (WL/NWL)

Total Running Time: 12:30
Audience: End User and Carrier/Agent Salesperson
Cost:$2.90

This instructional video teaches basic operation of all mobile, carry and attache telephones. It covers getting ready to use your phone, placing and receiving calls, selecting features, storing numbers, memory dialing, things you should know, optional features and Motorola Performance Matched™ accessories.

O-512 Getting Started: Mobile and Soft-PAK Telephones (WL/NWL)

Total Running Time: 12:00
Audience: End User and Carrier/Agent Salesperson
Cost: $2.90

This instructional video teaches basic operation of mobile and SoftPAK telephones. It covers getting ready to use your phone, placing and receiving calls, selecting features, storing numbers, memory dialing, things you should know, optional features and Motorola Performance Matched™ accessories.

Product Training

Wireless Accessories

T-611FRMP Battery Basics This informative guide covers different battery types, battery care, battery operation, and battery talk times and standby times. Also included is information on portable, personal and 3 watt phone chargers, internal charging systems and cigarette lighter adapters. Readers are invited to test their knowledge with a short quiz.

TS-125MAC Battery Basics
TS-126PC Battery Basics A very thorough overview of Motorola Original™ batteries. Discusses different battery types, battery do's and don'ts, standby times versus talk times, battery life span and power output. In addition this presentation covers Motorola E•P batteries and Motorola accelerated life testing. (Available for MAC and PC.)

T-783RMP Motorola Batteries Full color poster explaining Motorola battery technology, battery differences, and battery life span.

T-889RMP Motorola Original™ Accessories Mini Guide A handy instructional sales tool about various Motorola accessories and their proper use. Includes information on batteries, chargers, adapters, modems and car kits.

O-685 Accessories
Total Running Time: 6:00
Audience: End User and Carrier/Agent Salesperson
Cost: $1.75

This video uses real-life dramatizations to show how Motorola Original™ accessories are the answer to multiple communication situations. The video also identifies new uses for cellular technology. In addition it discusses product compatibility, product resilience, and product flexibility. This video is a good choice to show customers the added benefits of cellular accessories.

TS-119MAC Accessories
TS-120PC Accessories This comprehensive presentation covers all aspects of Motorola Original™ accessories including Motorola's high level of performance guarantee and accelerated life testing. Accessories covered include batteries, adapters, chargers, car kits, and data products. Each product line is thoroughly explained including an in depth explanation of features, and their benefits to the customer. This program also covers selling solutions — matching the customer to the right Motorola accessories for their lifestyle.

T-797RMP Introduction to Cellular Data Explains and reviews the basics of cellular and cellular data transmission. Provides simple and in depth explanations to help you guide your customers. Includes phone numbers for further technical assistance, answers to frequently asked questions, and a glossary of commonly used terms.

O-722 Cellular Data
Total Running Time: 10:10
Audience: End User and Carrier/Agent Salesperson
Cost: $2.50

This video uses real-life dramatizations to explain why people need cellular data communications to stay competitive and successful. Situations shown include; access to data bases, e-mail, and multiple uses of data exchange.

O-893 Introduction to Cellular Data Real-life scenarios on how people use data transmission, how data is sent, what products are needed, and Motorola data solutions. Fact-filled program includes information on how to access Motorola's web page for further product information, a glossary of terms, and answers to commonly asked questions. Cost: $2.50

TS-100MAC N/AMPS Introduction to Cellular Data
TS-101PC N/AMPS Introduction to Cellular Data A thorough investigation of cellular data. This training program explains product features and installation along with benefits to the customer. Products covered include THE Portable Cellular Connection Interface, THE Cellular Connection™ Interface, PC Card Fax/Modems and the Cellular Telephone Modem 2400. A cross reference chart quickly matches the correct product to the correct type of phone. (Available for MAC and PC.)

T-784RMP Cellular Data Full color poster highlighting and explaining Motorola data devices.

Sales Skills Training

T-875RMP Wireless Sales Success Designed to increase a salesperson's knowledge of successful wireless sales techniques. Guide covers the 5 step sales process, provides key phrases to use during sales interaction, gives tips on how to improve profitability of each sales transaction, instructs how to sell value over price, and how to increase personal commissions. Written in an easy-to-follow format, this guide is the perfect tool to assist you in making your sales career even more successful and profitable.

T-876RMP Wireless Sales Success Mini Guide A handy sales tool reviewing wireless sales selling basics. Covers greeting a customer, qualifying a sale, presenting recommendations, closing a sale and follow-up activities.

O-1143 Wireless Sales Success: "Breaking the Commodity Trap"
Total Running Time: 24:00
Audience: Carrier/Agent Salesperson
Cost: $2.50

Humorous dramatization explaining how selling for less does not amount to more. Viewers meet Jerry and Val and learn how to sell value by meeting customers' needs and using time more effectively. The video reviews the basic selling principles of greeting a customer, qualifying a customer, presenting recommendations, closing a sale and follow-up. An excellent video for adding professionalism to your sales force.

TS-278MC3 Wireless Sales Success
TS-279PC Wireless Sales Success Colorful, easy to use presentation instructs salespeople on how to greet a customer, qualify a customer, present recommendations, close the sale and follow-up activities. This training tool presents answers to different sales situations including handling objections and selling value over price. Presentation concludes with numerous after the sale activities to sell accessories and tips on how to find referrals.

T-210 Motorola Selling Concepts Video/Workbook
Total Running Time 63:75
Audience: Carrier/Agent Salespeople Cost: $60.00

Set of four videos plus a workbook that cover selling fundamentals for high technology products. Includes: *Identifying Needs and Opportunities* (17:15), *Demonstrating Features and Benefits* (15:30), *Handling and Preventing Objections* (15:27), *Closing Concepts* (16:03)

T-223 Listening for Results Video/Workbook
Total Running Time: 19:40
Audience: Carrier/Agent Salespeople
Cost: $25.00

An overview of selling essentials for high technology products. Provides a basic understanding of the importance of using effective listening and probing techniques in a sales interaction.

T-224 Competing for Gold Video/Workbook
Total Running Time: 21:40
Audience: Carrier/Agent Salespeople
Cost: $25.00

Covers selling essentials for high technology products, providing assistance in successfully reorganizing, and selling in competitive situations.

T-225 Selling with Style Video/Workbook
Total Running Time: 28:21
Audience: Carrier/Agent Salespeople
Cost: $25.00

Covers selling essentials for high technology products, providing assistance in understanding different buyer behaviors and responding to these behaviors during sales interaction.

T-226 Negotiating to Win Video/Workbook
Total Running Time: 19:50
Audience: Carrier/Agent Salespeople
Cost: $25.00

Covers selling essentials for high technology products, providing assistance in improving negotiating skills.

Miscellaneous Training

T-281BRMP Cellular Basics Provides an overview of how a cellular system works, and the various types of Motorola cellular telephones. Additionally it reviews the technologies of the industry, answers frequently asked questions, and includes a glossary of terms.

T-873RMP Wireless Technology Mini-Guide An overview on different wireless technologies. Defines Cellular, 800 Megahertz, AMPS, NAMPS, TDMA, CDMA, PCS, 1900 Megahertz, GSM, Analog and Digital. Q & A section provides answers to frequently asked questions.

O-518 Cellular Basics

Total Running Time: 16:00
Audience: Carrier/Agent/Salesperson / End User
Cost: $2.90

This video is intended to help the carrier/agent salesperson understand basic cellular terminology. It is divided into sections including; *About the Cellular System*, *About Motorola Cellular Phones* and *Answering Some Typical Questions*.

O-986 Combination Video Cellular Basics/Cellular Sales Success/ALT

Total Running Time: 10:56
Audience: Carrier/Agent Salesperson
Cost: $2.25

This video is divided into three sections – basic cellular principles, and the Motorola product line, identifying customers' needs and successful selling techniques, and Motorola quality and product reliability, both in the testing lab and in everyday life.

TS-276MAC Technology Basics
TS-277PC Technology Basics Training program discusses making and receiving calls on a wireless phone. Covers wireless technology basics including "hand-off", "roaming", and U.S. technologies. Wireless technology terms including AMPS, CDMA, GSM, TDMA, NAMPS, Analog, PCS, Digital, and Cellular are explained in easy-to-understand language. Presentation concludes with answers to commonly asked questions.

T-782RMP Cellular ... How it Works Full color poster explaining the basic principles of cellular technology.

T-409ARMP Accelerated Life Testing Explains the Motorola Total Customer Satisfaction objective and the accelerated life testing processes employed to meet that objective.

O-756 Cellular Phones Made For Life

Total Running Time: 5:20
Audience: End User and Carrier/Agent Salesperson Cost:$3.00

Excellent video for P.O.P., covers Motorola quality, product reliability, resilience, and durability both in the testing lab and in everyday life.

TS-121MAC ALT
TS-122PC ALT Discusses Motorola's accelerated life testing program and total customer satisfaction. Describes the ALT Process in a flow chart format along with in depth coverage on environmental testing, vibration and drop tests, dust exposure and electrostatic discharge, temperature extremes and certification testing. (Available for MAC and PC.)

T-309 N/AMPS and Cellular Data Messaging Service (CDMS) Explains what N/AMPS is and how it works, and the benefits. Also explained are the value-added services it supports. CDMS capabilities and operation are covered in reader-friendly terminology. Common questions are answered in the back of the guide.

O-968 Welcome to a Wireless World Includes wireless solutions, cellular, two-way radio, messaging and the Motorola advantage. Explains how wireless systems work, the history of wireless communications and their role in the future. Market facts are presented including projected growth of wireless communications. Cost: $5.00

O-963 Connecting You to Satellite Technology

Total Running Time: 11:40
Audience: End User and Carrier/Agent Salesperson
Cost: $3.00

The future is now... an explanation on how Motorola products will access you to the satellite system. Demonstrates how Motorola pagers and cellular phones will work together to access new global telecommunications.

Miscellaneous Training

T-558RMP RoadMAP Reach for Results An explanation of the RoadMAP Training Center, how it can benefit your business and how to order materials.

O-461 Building a Cellular World

Total Running Time: 7:00
Audience: Carrier/Agent Salesperson
Cost: $3.25

An overview on Motorola's leadership role in building a wireless world. Included in this video are Motorola factory operations, cycle time and customer order processing, accelerated life testing, employee training, distribution and Motorola's total quality commitment.

O-628 Motorola in Motion

Total Running Time: 3:02
Audience: Carrier/Agent Salesperson/End User
Cost: $2.90

A music video excellent for P.O.P. use. Shows people in all walks of life using Motorola products.

O-438 Future Vision

Total Running Time: 8:20
Audience: End User and Carrier/Agent Salesperson
Cost: $2.90

A vision of a wireless society by the year 2000. This dramatization shows true-life situations and the benefits of wireless communications. Includes video conferencing, data links, paging, cellular phones and faxing.

O-508 Motorola: The Choice You Can Rely On

Total Running Time: 8:51
Audience: Carrier/Agent/Retail Salesperson/End User
Cost: $2.90

This video demonstrates how Motorola cellular products solve the communication needs of average consumers, not just the typical business user. Salespeople learn to sell more Motorola phones by expanding their awareness on the multitude of uses for Motorola cellular phones and by educating themselves on the benefits of choosing Motorola. This video is an excellent choice for POP display .

O-459 In One Lifetime

Total Running Time: 8:25
Audience: End User and Carrier/Agent Salesperson
Cost: $3.25

Produced in Motorola's Museum of Electronics, this video gives a short trip into Motorola's past and a glimpse into the future. Learn about Motorola's first practical car radio, the semi-conductor revolution and Motorola's leadership role in the age of microelectronics.

O-1043 Motorola Family Album

Running Time: 15:09
Audience: End User and Carrier/Agent Salesperson
Cost: $2.50

A pictorial history of Motorola through film clips, photographs and antidotes by past employees.This interesting video traces Motorola from its roots in Quincy, Illinois and the invention of the first practical car radio, to the worldwide communications giant of today.

T-786 Four Poster Series Four, full-color posters measuring 18" x 12". Titles include; *Features that Fit You, The Mobile Workplace, Cellular... How it Works,* and *Motorola Batteries*. Excellent visuals to help customers understand Motorola products and basic cellular principles.

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MOTOROLA

TRAINING CATALOG ORDER FORM

	Code No.	Item	Quantity	Item Price	Total Cost
	T-625RMP	**RoadMAP Training Center Kit**		**$5.80**	
	T-570RMP	**Storage Box** (Used to store RoadMAP Training Center Kit)		N/C	

TRAIN THE TRAINER KITS

	TK-897	Accelerated Life Testing Training Kit		$8.00	
	TK-899	Accessories Training Kit		$6.75	
	TK-896	Batteries Training Kit		$5.00	
	TK-898	Intro to Cellular Data for N / AMPS Cellular Networks Training Kit		$10.00	
	TK-900	M75/M70 Training Kit		$5.00	
	TK-901	StarTAC™ Series Telephone Training Kit		$14.40	
	TK-902	StarTAC™ 6000 WL Telephone Training Kit		$5.00	
	TK-903	StarTAC™ 6000 NWL Telephone Training Kit		$5.00	
	TK-917	StarTAC™ 3000 WL/NWL Telephone Training Kit		$5.00	
	TK-904	MicroTAC Elite™ WL Telephone Training Kit		$14.90	
	TK-905	MicroTAC Elite™ NWL Telephone Training Kit		$14.90	
	TK-906	MicroTAC Lite II iDEN™ Telephone Training Kit		$5.00	
	TK-907	MicroTAC Lite XL iDEN™ Telephone Training Kit		$5.00	
	TK-908	MicroTAC™ 650 iDEN™ Telephone Training Kit		$5.00	
	TK-909	MicroTAC™ Piper iDEN™ Telephone Training Kit		$5.00	
	TK-912	Profile 300 iDEN™ WL Telephone Training Kit		$5.00	
	TK-913	Profile 300 iDEN™ NWL Telephone Training Kit		$5.00	
	O-1169	Wireless Sales Success Training Kit (WL)		$7.50	
	O-1170	Wireless Sales Success Training Kit (NWL)		$7.50	

PRODUCT TRAINING

Digital TDMA	T-831BRMP	M70A and M75A Phones RoadMAP Guide		N/C	
	T-842BRMP	M75/Nokia 2160 Exposé		N/C	
	T-843CRMP	M70/Ericsson DH 318 Exposé		N/C	
	T-835CBT	M70/M75 Computer Based Training		N/C	
	TS-177MAC	M70/M75 Phones Overhead Presentation		N/C	
	TS-258PC	M70/M75 Phones Overhead Presentation		N/C	
Digital CDMA	T-937RMP	SC-725 CDMA Telephone RoadMAP Guide		N/C	
	T-939RMP	SC-725 CDMA/Qualcomm QCP-820 Exposé		N/C	
	T-940RMP	SC-725 CDMA/Nokia 2180 Exposé		N/C	
	TS-294MAC	SC-725 Overhead Presentation		N/C	
	TS-295PC	SC-725 Overhead Presentation		N/C	
StarTAC™ Phones	T-844RMP	StarTAC™ Phone (WL/NWL) RoadMAP Guide		N/C	
	O-735	StarTAC™ Wearable Cellular Phone Video		$2.90	
	O-776CBT	StarTAC™ Phone Computer Based Training		$6.50	
	TS-151MAC	StarTAC™ Phone Overhead Presentation		N/C	
	TS-152PC	StarTAC™ Phone Overhead Presentation		N/C	
	TS-155MAC	StarTAC™ 6000 Phone Overhead Presentation		N/C	
	TS-156PC	StarTAC™ 6000 Phone Overhead Presentation		N/C	
	TS-292MAC	StarTAC™ 3000 Phone Overhead Presentation		N/C	
	TS-293PC	StarTAC™ 3000 Phone Overhead Presentation		N/C	
Personal Phones - Analog	T-780DRMP	Personal Cellular Phones (WL) RoadMAP Guide		N/C	
	T-856RMP	Personal Cellular Phones (WL) Mini Guide		N/C	
	T-857RMP	Personal Cellular Phones (NWL) Mini Guide		N/C	
	T-805RMP	Motorola Flip Phone™ Poster		N/C	
	T-785RMP	Features That Fit You Poster		N/C	
	O-499	Getting Started: MicroTAC Elite™ Phone Video (WL/NWL)		$2.90	
	O-740CBT	MicroTAC Elite™ Phone Computer Based Training (WL/NWL)		$7.00	
	TS-139MAC	MicroTAC Elite™ Phone Overhead Presentation		N/C	
	TS-140PC	MicroTAC Elite™ Phone Overhead Presentation		N/C	
	TS-141MAC	MicroTAC Lite II iDEN™ and MicroTAC Lite XL iDEN™ Phones Overhead Presentation		N/C	
	TS-142PC	MicroTAC Lite II iDEN™ and MicroTAC Lite XL iDEN™ Phones Overhead Presentation		N/C	
	TS-133MAC	MicroTAC™ 650 iDEN™ and Piper iDEN™ Phones Overhead Presentation		N/C	
	TS-134PC	MicroTAC™ 650 iDEN™ and Piper iDEN™ Phones Overhead Presentation		N/C	
	TS-269MAC	Profile 300 iDEN™ Phone Overhead Presentation		N/C	
	TS-270PC	Profile 300 iDEN™ Phone Overhead Presentation		N/C	

	Code No.	Item	Quantity	Item Price	Total Cost
3 Watt Phones	T-431RMP	3900 Mobile Cellular Telephone (WL) RoadMAP Guide		N/C	
	T-437BRMP	2900 Mobile, Attaché, and Carry Phone (WL) RoadMAP Guide		N/C	
	T-405	Traveler Mobile and Traveler Soft-PAK RoadMAP Guide		N/C	
	O-510	Getting Started: Mobile, Carry and Attaché Phones Video (WL/NWL)		$2.90	
	O-512	Getting Started: Mobile and Soft-PAK Phones (WL/NWL) Video		$2.90	
Wireless Accessories Training	T-611FRMP	Battery Basics RoadMAP Guide		N/C	
	TS-125MAC	Battery Basics Overhead Presentation		N/C	
	TS-126PC	Battery Basics Overhead Presentation		N/C	
	T-783RMP	Motorola Batteries Poster		N/C	
	T-889RMP	Motorola Original™ Accessories Mini Guide		N/C	
	O-685	Accessories Video		$1.75	
	TS-119MAC	Accessories Overhead Presentation		N/C	
	TS-120PC	Accessories Overhead Presentation		N/C	
	T-797RMP	Introduction to Cellular Data RoadMAP Guide		N/C	
	O-722	Cellular Data Video		$2.50	
	O-893	Introduction to Cellular Data CD-ROM		$2.50	
	TS-100MAC	N / AMPS Introduction to Cellular Data Overhead Presentation		N/C	
	TS-101PC	N / AMPS Introduction to Cellular Data Overhead Presentation		N/C	
	T-784RMP	Cellular Data Poster		N/C	
Sales Skills Training	T-875RMP	Wireless Sales Success RoadMAP Guide		N/C	
	T-876RMP	Wireless Sales Success Mini Training Guide		N/C	
	O-1143	Wireless Sales Success: "Breaking the Commodity Trap" Video		$2.50	
	TS-278MC3	Wireless Sales Success Overhead Presentation		N/C	
	TS-279PC	Wireless Sales Success Overhead Presentation		N/C	
	T-210	Motorola Selling Concepts Video/Workbook		$60.00	
	T-223	Listening for Results Video/Workbook		$25.00	
	T-224	Competing for Gold Video/Workbook		$25.00	
	T-225	Selling with Style Video/Workbook		$25.00	
	T-226	Negotiating to Win Video/Workbook		$25.00	
Miscellaneous Training	T-281BRMP	Cellular Basics RoadMAP Guide		N/C	
	T-873RMP	Wireless Technology Mini-Guide		N/C	
	O-518	Cellular Basics Video		$2.90	
	O-986	Combination Video: Cellular Basics/Cellular Sales Success/ALT		$2.25	
	TS-276MAC	Technology Basics Overhead Presentation		N/C	
	TS-277PC	Technology Basics Overhead Presentation		N/C	
	T-782RMP	Cellular ... How it Works Poster		N/C	
	T-409ARMP	Accelerated Life Testing RoadMAP Guide		N/C	
	O-756	Cellular Phones Made For Life Video		$3.00	
	TS-121MAC	ALT Overhead Presentation		N/C	
	TS-122PC	ALT Overhead Presentation		N/C	
	T-309	N / AMPS and Cellular Data Messaging Service RoadMAP Guide		N/C	
	O-968	Welcome to a Wireless World CD-ROM		$5.00	
	O-963	Connecting You to Satellite Technology Video		$3.00	
	T-558RMP	RoadMAP Reach For Results		N/C	
	O-461	Building a Cellular World Video		$3.25	
	O-628	Motorola in Motion Video		$2.90	
	O-438	Future Vision Video		$2.90	
	O-508	Motorola: The Choice You Can Rely On Video		$2.90	
	O-459	In One Lifetime Video		$3.25	
	O-1043	Motorola Family Album Video		$2.50	
	T-786	Four Poster Series		N/C	
	T-945RMP	**Additional Order Forms**		**N/C**	

ORDER TOTAL $

FAX this form to Motorola/Libertyville (847) 523-4123 (Please type or clearly print all information in black ink.)

Ship to:

Attn: Company Name Co-Op ID #

Street Address City State Zip Code

Phone Number Fax Number Order Date Your Motorola Sales Representative

Credit Card Information

Card Number Card Type (VISA, MC, American Express) Expiration Date Signature

If paying by check, send form to: Motorola Cellular Subscriber Sector
600 N. U.S. Highway 45 AN450
Libertyville, Illinois 60048

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